

AMENDMENTS TO CLAIMS

1. (Currently Amended) A method for aggregating and displaying data developed ~~by competing business~~ comprising:
 - a) collecting data at a ~~client system of the competing businesses~~ first and second business;
 - b) presenting the collected data to a central server system;
 - c) aggregating the data from the ~~at least two~~ first and second businesses at the central server system into an aggregated data collection;
 - d) presenting a portion of the aggregated data collection to each business ~~in the form of HTML data, the HTML data containing mechanisms to select, search, and sort the portion of the aggregated data as an aggregated data portion defined in a mark-up language~~;
 - e) ~~integrating the HTML data containing~~ receiving the mark-up language defining the aggregated data portion into web sites at a first and second web server operated by or for the competing first and second businesses, respectively, without the need to alter the HTML data altering the mark-up language defining the aggregated data portion;
 - f) receiving a user request from user browsers at both the first and second web server;
 - g) transmitting pages to the user browsers in response to the user requests, the pages containing the unaltered aggregated data portion as received from the central server system, with the page from the first web server also containing information about the first business and the page from the second web server also containing information about the second business.
2. (Currently Amended) The method of claim 1, wherein the ~~HTML data aggregated data portion~~ is integrated ~~into the web sites~~ with information about the first business by the first web server placing the HTML data aggregated data portion within its own HTML frame.
3. (Currently Amended) The method of claim 1, wherein the ~~HTML data aggregated data portion~~ is integrated ~~into the web sites~~ with information about the second business by the second web server placing the HTML data aggregated data portion within a cell of an HTML table.

4. (New) The method of claim 1, wherein the aggregated data portion contains mechanisms to select, search, and sort the portion of the aggregated data.
5. (New) The method of claim 1, wherein the aggregated data portion contains all of the aggregated data collection.
6. (New) The method of claim 1, wherein the aggregated data collection contains identifying information that identifies the business that originated elements of the aggregated data, and wherein the aggregated data portion does not include any identifying information that identifies the business that originated elements of the aggregated data.
7. (New) The method of claim 6, wherein the aggregated data portion is received by a first user from the first web browser, and where the aggregated data portion describes an item for sale from the second business but does not identify the second business.
8. (New) The method of claim 7, wherein the first and second businesses are brokers who sell items owned by third parties for a commission.
9. (New) The method of claim 8, wherein the items are real estate.
10. (New) The method of claim 1, wherein the mark-up language is chosen from the set comprising XML and HTML.